IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Woolston et al.	Art Unit:	3625
Serial No.:	09/422,339	Examiner:	Matthew S. Gart
Filed:	October 21, 1999	Conf. No.:	5419
Title:	MODULAR COMPUTER PROGRAM FOR MANAGING DYNAMIC PRICING INFORMATION		

Mail Stop Appeal Brief - Patents
Commissioner for Patents
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RESPONSE TO NOTICE OF NON-COMPLIANT APPEAL BRIEF

In response to the notification of non-compliant appeal brief, the following replacement brief is submitted. A correct, clean copy of the appealed claims is included in the appendix of claims. Please replace the previously filed brief with this replacement brief.

(1) Real Party in Interest

MercExchange, LLC, the assignee of this patent application, is the real party in interest.

(2) Related Appeals and Interferences

There are no related appeals or interferences pending.

(3) Status of Claims

Claims 1-66 are pending, with claims 1, 27, 48 and 49 being independent. The rejection of claims 1-66 is appealed.

(4) Status of Amendments

Amendment of claim 49 was submitted subsequent to final rejection in order to obviate the outstanding § 101 rejection. However, the Examiner refused to entered the amendment citing an alleged "new issue."

(5) Summary of Claimed Subject Matter

Claim 1

Claim Language	Support in Specification and/or FIGS.
A computer-implemented method for encouraging users of a computer network to access dynamic pricing information on the computer network, the method comprising:	*See, e.g.*, pg. 4, l. 22 – pg. 5, l. 2; pg. 6, l. 19 – pg. 7, l. 12; pg. 11, ll. 4-5; FIG. 4.
distributing over the computer network to a first user of the computer network a modular computer program that displays a stream of dynamic pricing information collected from a plurality of sources on the computer network;	*See, e.g.*, pg. 7, ll. 7-12; pg. 10, ll. 1-6, 15-19; pg. 11, ll. 2-9; pg. 14, ll. 17-24; pg. 16, ll. 14-24; pg. 17, ll. 1-5; pg. 29, ll. 14-17.
presenting to the first user of the modular computer program an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual indication of the user-attractive resource is visually embedded within the stream of dynamic pricing information displayed by the modular computer program;	*See, e.g.*, pg. 11, ll. 14-17; pg. 17, ll. 5-17; pg. 19; ll. 5-14; pg 32, ll. 22-24; pg. 42, l. 19 – pg. 43, l. 6; FIG. 6.
receiving from the first user input identifying selected dynamic pricing information; and	*See, e.g.*, pg. 9, ll. 11-13; pg. 11, ll. 5-9; pg. 19, ll. 12-14; pg. 21, ll. 6-19; pg. 29, ll. 13-17; pg. 30, ll. 1-2; 15-21; pg. 31, ll.

	4-6; pg. 36, l. 20 – pg. 37, l. 2; pg. 37, ll. 17-22; pg. 38, ll. 4-7; FIG. 7; FIG. 12A; FIG. 14; FIG. 15; FIG. 19.
communicating the dynamic pricing information selected by the first user to a second user for display at a modular computer program, executing on a computer system associated with the second user, that displays to the second user a stream of dynamic pricing information.	*See, e.g.,* pg. 11, ll. 14-17; pg. 43, ll. 7-21; FIG. 19.

Claim 27

Claim Language	Support in Specification and/or FIGS.
A computer-implemented system for encouraging users of a computer network to access dynamic pricing information on the computer network, the system comprising:	*See, e.g.,* pg. 4, l. 22 – pg. 5, l. 2; pg. 6, l. 19 – pg. 7, l. 12; pg. 11, ll. 4-5; FIG. 4.
a plurality of sources of dynamic pricing information;	*See, e.g.,* pg. 7, ll. 7-12; pg. 10, ll. 1-6, 15-19; pg. 11, ll. 2-9; pg. 14, ll. 17-24; pg. 16, ll. 14-24; pg. 17, ll. 1-5; pg. 29, ll. 14-17.
receive dynamic pricing information from the plurality of dynamic pricing information sources;	*See, e.g.,* pg. 7, ll. 7-12; pg. 10, ll. 1-6, 15-19; pg. 11, ll. 2-9; pg. 14, ll. 17-24; pg. 16, ll. 14-24; pg. 17, ll. 1-5; pg. 29, ll. 14-17.
display the received dynamic pricing information in a stream to a first user of the modular computer program;	*See, e.g.,* pg. 11, ll. 14-17; pg. 17, ll. 5-17; pg. 19; ll. 5-14; pg 32, ll. 22-24; pg. 42, l. 19 – pg. 43, l. 6; FIG. 6.
receive from the first user information identifying a selection of the received	*See, e.g.,* pg. 9, ll. 11-13; pg. 11, ll. 5-9; pg. 19, ll. 12-14; pg. 21, ll. 6-19; pg. 29, ll. 13-

dynamic pricing information;	17; pg. 30, ll. 1-2; 15-21; pg. 31, ll. 4-6; pg. 36, l. 20 – pg. 37, l. 2; pg. 37, ll. 17-22; pg. 38, ll. 4-7; FIG. 7; FIG. 12A; FIG. 14; FIG. 15; FIG. 19.
send the received selection information from the first user to a second user; and	*See, e.g.,* pg. 11, ll. 14-17; pg. 43, ll. 7-21; FIG. 19.
present to the second user of the modular computer program an interactive visual indication of a user-attractive resource available on the computer network that was selected by the first user and sent to the second user, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual indication of the user-attractive resource is visually embedded within the stream of dynamic pricing information displayed by the modular computer program.	*See, e.g.,* pg. 11, ll. 14-17; pg. 17, ll. 5-17; pg. 19; ll. 5-14; pg 32, ll. 22-24; pg. 42, l. 19 – pg. 43, l. 6; pg. 43, ll. 7-21; FIG. 6; FIG. 19.

Claim 48

Claim Language	Support in Specification and/or FIGS.
A computer-implemented method for encouraging users of a computer network to access a dynamic pricing system, the method comprising:	*See, e.g.,* pg. 4, l. 22 – pg. 5, l. 2; pg. 6, l. 19 – pg. 7, l. 12; pg. 11, ll. 4-5; FIG. 4.
presenting a user-interface that displays a stream of dynamic pricing information	*See, e.g.,* pg. 11, ll. 14-17; pg. 17, ll. 5-17; pg. 19; ll. 5-14; pg. 29, 1-5; pg 32, ll. 22-

collected from a plurality of sources on the computer network and displays an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual indication of the user-attractive resource available is visually embedded within the stream of dynamic pricing information displayed by the user-interface;	24; pg. 40, l. 16 – pg. 41, l. 1; pg. 42, l. 19 – pg. 43, l. 6; FIG. 6; FIG. 16..
receiving input from a first user specifying information for display to another user by a modular computer program; and	*See, e.g.*, pg. 9, ll. 11-13; pg. 11, ll. 5-9; pg. 19, ll. 12-14; pg. 21, ll. 6-19; pg. 29, ll. 13-17; pg. 30, ll. 1-2; 15-21; pg. 31, ll. 4-6; pg. 36, l. 20 – pg. 37, l. 2; pg. 37, ll. 17-22; pg. 38, ll. 4-7; FIG. 7; FIG. 12A; FIG. 14; FIG. 15; FIG. 19.
enabling display of the first user-specified information by a modular computer program associated with another user.	*See, e.g.*, pg. 11, ll. 14-17; pg. 43, ll. 7-21; FIG. 19.

Claim 49

Claim Language	Support in Specification and/or FIGS.
Computer software, embodied in a tangible medium, for encouraging users of a computer network to access a dynamic pricing system, the software comprising	*See, e.g.*, pg. 4, l. 22 – pg. 5, l. 2; pg. 6, l. 19 – pg. 7, l. 12; pg. 11, ll. 4-5; FIG. 4.

instructions to cause a computer system to perform operations comprising:	
present a user-interface that displays a stream of dynamic pricing information collected from a plurality of sources on the computer network and displays an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual indication of the user-attractive resource is visually embedded within the stream of dynamic pricing information displayed by the user-interface; and	*See, e.g.,* pg. 7, ll. 7-12; pg. 10, ll. 1-6, 15-19; pg. 11, ll. 2-9; pg. 14, ll. 17-24; pg. 16, ll. 14-24; pg. 17, ll. 1-5; pg. 29, ll. 14-17; pg. 11, ll. 14-17; pg. 17, ll. 5-17; pg. 19; ll. 5-14; pg 32, ll. 22-24; pg. 42, l. 19 – pg. 43, l. 6; FIG. 6.
transfer information selected by a first user for display to a second user.	*See, e.g.,* pg. 11, ll. 14-17; pg. 43, ll. 7-21; FIG. 19.

(6) Grounds of Rejection to be Reviewed on Appeal

Claims 1-66 are pending, with claims 1, 27, 48 and 49 being independent. In the Office Action dated November 1, 2006, the Examiner rejected Claims 49-66 under 35 U.S.C. 101, as allegedly being directed to non-statutory subject matter. Claims 1, 3-5, 10-27, 29-49 and 51-66 were rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over U.S. Patent Application Publication No. 2006/0074792 to Wagoner et al. ("Wagoner") in view of U.S. Patent Application Publication No. 6,133,912 to Montero et al. ("Montero"). Claims 2, 6-9, 28 and 50 were rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Wagoner in view of Montero and further in view of U.S. Patent No. 6,697,824 to Bowman-Amuah ("Bowman").

(7) Argument

Examiner Refuses to Enter Amendment Filed on February 1, 2007

In the Advisory Action Dated 2/7/2007, the Examiner refuses to enter the amendment submitted on 2/1/2007 because the amendment allegedly raises new issues that would require further consideration and/or search. The amendment was directed to claim 49, which obviated the rejection under 35 U.S.C. § 101. Because the Examiner has already rejected claims 49-66 twice, amending claim 49 merely to obviate the § 101 rejection does not raise new issues. The amendment should be entered because the amendment at least reduces issues for appeal.

Rejections under 35 U.S.C. § 101

Claims 49-66 stand rejected under 35 U.S.C. 101 for allegedly being directed toward non-statutory subject matter. The rejections and their underlying reasoning are traversed.

The unentered amendment of claim 49 is provided below.

> Claim 49. Computer software, embodied in a tangible medium ~~or in a propagated carrier signal or both~~, for encouraging users of a computer network to access a dynamic pricing system, the software comprising instructions to cause a computer system to perform operations comprising:
>
> present a user-interface that displays a stream of dynamic pricing information collected from a plurality of sources on the computer network and displays an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual indication of the user-attractive resource is visually embedded within the stream of dynamic pricing information displayed by the user-interface; and
>
> transfer information selected by a first user for display to a second user.

The amended claim 49 recites computer software embodied on a tangible medium, which defines structural interrelationships between the computer software and the tangible medium, and thus claim 49 is clearly directed to statutory subject matter. (*See* MPEP 2106.01(I).) Further, amended claim 49 recites a practical application of the

instructions included in the computer software that causes a computer system to perform operations including presenting a user-interface and transferring information. Therefore, independent claim 49 and its dependent claims 50-66 clearly are directed to statutory subject matter as defined in MPEP 2106(I).

Rejections under 35 U.S.C. § 103(a)

Claims 1, 3-5, 10-27, 29-49 and 51-66 stand rejected under 35 U.S.C. 103(a) as allegedly being obvious over the combination of Wagoner and Montero et al. Applicant respectfully traverses the rejections and their underlying rationale.

With respect to claim 1, the proposed combination of Wagoner and Montero fails to disclose or suggest each and every element of claim 1. In particular, the proposed combination fails to disclose or suggest the claimed ***communicating the dynamic pricing information selected by the first user to a second user for display at a modular computer program***, as recited in claim 1. The Examiner erroneously contends that "[h]aving accessed the Data Center system, the Data Center system [in Wagoner] can display on the vehicle dealer terminal a scrolling ticker containing information regarding the one or more vehicle auctions contained in the auction center (i.e., dynamic pricing information)." (*See*, Office Action Dated November 1, 2007 at pg. 12, citing to Wagoner at ¶ [0103].) Thus, the Examiner appears to be addressing only one element (i.e., dynamic pricing information) of the many claimed elements in claim 1, and arbitrarily ignoring the other claimed elements.

In fact, the cited portions of Wagoner disclose that "[i]n another embodiment, the auction data may be displayed on a vehicle terminal....a terminal used by a vehicle dealer to access the Data Center system." (*See* Wagoner at ¶ [0103].) Thus, Wagoner fails to disclose or suggest whether the auction data displayed on the vehicle dealer terminal includes *dynamic pricing information* ***selected by the first user*** as recited in claim 1. Wagoner simply discloses an alternate remote location for viewing the auction data, and being able to view the auction data at a remote location discloses nothing about a relationship between the data and the first user. Therefore, displaying the auction data on a vehicle dealer terminal in Wagoner clearly fails to teach or suggest the claimed

communicating the dynamic pricing information ***selected by the first user*** *to a second user for display at a modular computer program*, as recited in claim 1.

Further, the addition of Montero fails to alleviate the deficiencies of Wagoner. Montero teaches "an apparatus and technique for delivering information to subscribers on a communication network such that the information and the subscriber's selected data is simultaneously viewable by the subscriber." (Montero at Col. 2, ll. 56-60.) In Montero, information sent to the subscribers are obtained from multiple INFO servers 120, which "continuously transmit information, such as advertisements,..., to form a sequence of information." (*Id.* at Col. 4, ll. 63-66.) While Montero provides information, such as advertisements to the subscribers, Montero, similar to Wagoner, is silent as to whether the claimed ***dynamic pricing information*** is ***selected by the first user*** and whether this ***dynamic pricing information selected by the first user*** is ***communicated to a second user for display at a modular computer program*** as recited in claim 1.

In addition, the Examiner concedes that Wagoner fails to disclose the claimed ***presenting to the first user of the modular computer program an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive indication of a user-attractive resource available on the computer network, the user-attractive resource is visually embedded within the stream of dynamic pricing information displayed by the modular computer program***, as recited in claim 1. (*See* Office Action Dated November 1, 2006, pg. 4.) The addition of Montero fails to alleviate the deficiencies of Wagoner.

While Montero provides information, such as advertisements to the subscribers, Montero is silent as to whether the information in Montero is ***visually embedded within the stream of dynamic pricing information***, as recited in claim 1. Even if, arguendo, the information displayed in Montero could reasonably be construed as the claimed ***user-attractive resource***, Montero would still fail to teach or suggest that the information is ***visually embedded within the stream of dynamic pricing information***, as recited in claim 1. Therefore, even if, arguendo, the alleged dynamic pricing information in Wagoner could somehow be combined with the information in Montero, the hypothetical combination of Wagoner and Montero would still fail to teach or suggest each and every

feature of claim 1, for example, the claimed *user-attractive resource which is* ***visually embedded within the stream of dynamic pricing information*** *displayed by the modular computer program.* Further, both Wagoner and Montero fail to teach or suggest a desirability to embed information in Montero within the alleged stream of dynamic pricing information in Wagoner. For at least these reasons, claim 1 is patentable over the proposed combination of Wagoner and Montero.

Independent Claims 27, 48, and 49

Independent claims 27, 48, and 49 are allowable over the proposed combination of Wagoner and Montero for at least the reasons set forth with respect to claim 1 above.

Dependent Claims 3-5, 10-26, 29-47, and 51-56

Dependent claims 3-5, 10-26, 29-47, and 51-56 depend from claims 1, 27 and 49, and are allowable over the proposed combination of Wagoner and Montero for at least the same reasons.

Dependent Claims 2, 6-9, 28 and 50

Claims 2, 6-9, 28 and 50 stand rejected under 35 U.S.C. § 103(a) based on the proposed combination of Wagoner, Montero and Bowman. The rejections and their underlying reasoning are respectfully traversed.

Claims 2, 6-9, 28 and 50 depend from claims 1, 27 and 49, and are allowable over the proposed combination of Wagoner and Montero for at least the same reasons. The addition of Bowman fails to alleviate the deficiencies of Wagoner and Montero.

Bowman is directed to a system and method "for interacting with a user over a network for personalizing a website." (*See* Bowman at Abstract.) In addition, Bowman discloses using Java to "create robust User Interface (UI) components." (*See id.* at Col. 10, ll. 12-21.) However, Bowman suffers from the same deficiencies as Wagoner and Montero with respect to the claimed elements of independent claims 1, 27 and 49. of the mere disclosure of using the Java programming is not sufficient to teach or suggest each and every feature of independent claims 1, 27 and 49. For example, Bowman fails to disclose or suggest the claimed Applet ***computer program*** capable of ***receiving dynamic pricing information***, ***displaying the received dynamic pricing information***, ***receiving from the first user information***, ***sending the received selection information***, and ***presenting to the second user*** as recited in claims 1-2, 27-28 and 49-50. For at least these reasons, claim 2, 6-9, 28 and 50 are allowable over the proposed combination of Wagoner, Montero and Bowman.

Conclusion

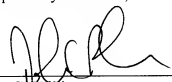
The amendment submitted on 2/1/2007 should be entered since the amendment reduces issues (e.g., obviates § 101 rejections) for appeal. Further, at least independent claims 1, 27, 48 and 49 unquestionably recite patentable subject matter.

It is believed that all of the pending claims have been addressed. However, the absence of a reply to a specific rejection, issue or comment does not signify agreement with or concession of that rejection, issue or comment. In addition, because the arguments made above may not be exhaustive, there may be reasons for patentability of any or all claims (or other claims) that have not been expressed. Finally, nothing in this paper should be construed as intent to concede any issue with regard to any claim, except as specifically stated in this paper.

For the foregoing reasons, all pending claims are in condition for allowance, and a notice to that effect is requested.

No fees are believed due at this time. Please apply any charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,



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Appendix of Claims

1. A computer-implemented method for encouraging users of a computer network to access dynamic pricing information on the computer network, the method comprising:

distributing over the computer network to a first user of the computer network a modular computer program that displays a stream of dynamic pricing information collected from a plurality of sources on the computer network;

presenting to the first user of the modular computer program an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual indication of the user-attractive resource is visually embedded within the stream of dynamic pricing information displayed by the modular computer program;

receiving from the first user input identifying selected dynamic pricing information; and

communicating the dynamic pricing information selected by the first user to a second user for display at a modular computer program, executing on a computer system associated with the second user, that displays to the second user a stream of dynamic pricing information.

2. The method of claim 1 wherein the modular computer program comprises a Java-based applet.

3. The method of claim 1 further comprising collecting dynamic pricing information from the computer network.

4. The method of claim 1 wherein the computer network comprises the Internet.

5. The method of claim 1 wherein the computer network comprises a virtual private network.

6. The method of claim 1 wherein distributing the modular computer program comprises pushing a copy of the modular computer program to one or more users of the computer network.

7. The method of claim 1 wherein distributing the modular computer program comprises enabling users of the computer network to pull a copy of the modular computer program.

8. The method of claim 1 wherein distributing the modular computer program comprises sending the modular computer program to a user of the computer network through an electronic mail system.

9. The method of claim 1 wherein distributing the modular computer program comprises sending the modular computer program to a user of the computer network through an instant messaging system.

10. The method of claim 1 further comprising causing the modular computer program to display the stream of dynamic pricing information collected from the computer network.

11. The method of claim 10 wherein the stream of dynamic pricing information that is displayed varies based on user input.

12. The method of claim 11 wherein the stream of dynamic pricing information has a predefined taxonomy, and wherein the user can selectively view different levels of the taxonomy.

13. The method of claim 1 wherein the interactive visual indication comprises a glyph.

14. The method of claim 1 wherein the interactive visual indication comprises an interactive link to the user-attractive resource.

15. The method of claim 14 wherein the interactive link comprises a uniform resource locator (URL) tag.

16. The method of claim 1 wherein the user-attractive resource comprises a contest.

17. The method of claim 1 wherein the user-attractive resource comprises a reward program.

18. The method of claim 1 wherein the user-attractive resource comprises a coupon.

19. The method of claim 1 wherein the user-attractive resource comprises an advertisement.

20. The method of claim 1 wherein the user-attractive resource comprises a multi-media presentation.

21. The method of claim 1 further comprising providing a user with access to the user-attractive resource upon sensing that the user selected the interactive visual indication.

22. The method of claim 1 wherein the modular computer program displays dynamic pricing information in a ticker display format.

23. The method of claim 1 wherein a plurality of instances of the modular computer program are presented to a user concurrently.

24. The method of claim 23 wherein each of the plurality of instances of the modular computer program includes one or more associated visual indications of a user-attractive resource available on the computer network.

25. The method of claim 24 wherein each of the one or more visual indications can be the same as or different from the visual indications on other instances of the modular computer program.

26. The method of claim 24 wherein each of the one or more visual indications can correspond to the same or different user-attractive resources as the visual indications on other instances of the modular computer program.

27. A computer-implemented system for encouraging users of a computer network to access dynamic pricing information on the computer network, the system comprising:

a plurality of sources of dynamic pricing information;

a modular computer program comprising instructions to perform the following operations:

receive dynamic pricing information from the plurality of dynamic pricing information sources;

display the received dynamic pricing information in a stream to a first user of the modular computer program;

receive from the first user information identifying a selection of the received dynamic pricing information;

send the received selection information from the first user to a second user; and

present to the second user of the modular computer program an interactive visual indication of a user-attractive resource available on the computer network that was selected by the first user and sent to the second user, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual indication of the user-attractive resource is visually embedded within the stream of dynamic pricing information displayed by the modular computer program.

28. The system of claim 27 wherein the modular computer program comprises a Java-based applet.

29. The system of claim 27 wherein the modular computer program further comprises instructions to receive dynamic pricing information from the computer network.

30. The system of claim 27 wherein the computer network comprises the Internet.

31. The system of claim 27 wherein the computer network comprises a virtual private network.

32. The system of claim 27 wherein the dynamic pricing information that is displayed to the user varies based on user input.

33. The system of claim 32 wherein the dynamic pricing information has a predefined taxonomy, and wherein the modular computer program further comprises instructions to allow a user to selectively view different levels of the taxonomy.

34. The system of claim 27 wherein the interactive visual indication comprises a glyph.

35. The system of claim 27 wherein the interactive visual indication comprises an interactive link to the user-attractive resource.

36. The system of claim 34 wherein an interactive visual indication comprises a link associated with a uniform resource locator (URL) tag.

37. The system of claim 27 wherein the user-attractive resource comprises a contest.

38. The system of claim 27 wherein the user-attractive resource comprises a reward program.

39. The system of claim 27 wherein the user-attractive resource comprises a coupon.

40. The system of claim 27 wherein the user-attractive resource comprises an advertisement.

41. The system of claim 27 wherein the user-attractive resource comprises a multi-media presentation.

42. The system of claim 27 wherein the modular computer program further comprises instructions to provide a user with access to the user-attractive resource upon sensing that the user selected the interactive visual indication.

43. The system of claim 27 wherein the modular computer program displays dynamic pricing information in a ticker display format.

44. The system of claim 27 wherein a plurality of instances of the modular computer program are presented to a user concurrently.

45. The system of claim 43 wherein each of a plurality of instances of the modular computer program includes one or more associated visual indications of a user-attractive resource available on the computer network.

46. The system of claim 45 wherein one or more visual indications can be the same as or different from the visual indications on other instances of the modular computer program.

47. The system of claim 45 wherein each of the one or more visual indications can correspond to the same or different user-attractive resources as the visual indications on other instances of the modular computer program.

48. A computer-implemented method for encouraging users of a computer network to access a dynamic pricing system, the method comprising:

presenting a user-interface that displays a stream of dynamic pricing information collected from a plurality of sources on the computer network and displays an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual indication of the user-attractive resource available is visually embedded within the stream of dynamic pricing information displayed by the user-interface;

receiving input from a first user specifying information for display to another user by a modular computer program; and

enabling display of the first user-specified information by a modular computer program associated with another user.

49. Computer software, embodied in a tangible medium or in a propagated carrier signal or both, for encouraging users of a computer network to access a dynamic pricing system, the software comprising instructions to cause a computer system to perform operations comprising:

present a user-interface that displays a stream of dynamic pricing information collected from a plurality of sources on the computer network and displays an interactive visual indication of a user-attractive resource available on the computer network, the user-attractive resource providing an incentive, independent of the dynamic pricing information, to use the modular computer program, wherein the interactive visual indication of the user-attractive resource is visually embedded within the stream of dynamic pricing information displayed by the user-interface; and

transfer information selected by a first user for display to a second user.

50. The computer software of claim 49 wherein the computer instructions are embodied as a Java-based applet.

51. The computer software of claim 49 further comprising computer instructions for receiving dynamic pricing information from the computer network.

52. The computer software of claim 49 wherein the computer network on which said software communicates comprises the Internet.

53. The computer software of claim 49 wherein the computer network comprises a virtual private network.

54. The computer software of claim 49 wherein the dynamic pricing information that is displayed varies based on user input.

55. The computer software of claim 49 wherein the dynamic pricing information has a predefined taxonomy, and wherein the computer software further comprises instructions to allow a user to selectively view different levels of the taxonomy.

56. The computer software of claim 49 wherein the interactive visual indication comprises a glyph.

57. The computer software of claim 49 wherein the interactive visual indication comprises an interactive link to the user-attractive resource.

58. The computer software of claim 57 wherein the interactive link comprises a uniform resource locator (URL) tag.

59. The computer software of claim 49 wherein the user-attractive resource comprises a contest.

60. The computer software of claim 49 wherein the user-attractive resource comprises a reward program.

61. The computer software of claim 49 wherein the user-attractive resource comprises a coupon.

62. The computer software of claim 49 wherein the user-attractive resource comprises an advertisement.

63. The computer software of claim 49 wherein the user-attractive resource comprises a multi-media presentation.

64. The computer software of claim 49 further comprising instructions for providing a user with access to the user-attractive resource upon sensing that the user selected the interactive visual indication.

65. The computer software of claim 49 wherein the dynamic pricing information is displayed in a ticker display format.

66. The computer software of claim 49 wherein a plurality of instances of the software can execute concurrently.

Evidence Appendix

None.

Related Proceedings Appendix

None.